

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
NOVEMBER 22, 2013
7:30 AM**

I. CALL TO ORDER

Chairman Olson called the meeting to order at 7:30 a.m.

II. ROLL CALL

Answering roll call were Members Cardarelle, Christiaansen, Currie, Elliott, Olson, Reed, and Schwartz.

Staff in attendance: Kristin Aarsvold, Edina Park and Recreation Department Supervisor, and Edina Mayor James Hovland.

Others in attendance: None.

III. APPROVAL OF MEETING AGENDA

The agenda was approved as presented.

IV. ADOPTION OF CONSENT AGENDA

A. Approval of the September 20, 2013 Veterans Memorial Committee Meeting Minutes.

Motion by Member Schwartz and seconded by Member Cardarelle to approve the meeting minutes from the September 20, 2013 meeting as presented.

Ayes: Cardarelle, Christiaansen, Currie, Elliott, Olson, Reed, and Schwartz. Motion carried.

V. COMMUNITY COMMENT

There were no members of the general public present at the meeting.

VI. STATUS OF ELLIOTT DESIGN CONTRACT

Chairman Olson provided an update on the process of Member Elliott's plans. He advised that Member Elliott did complete the conceptual plans and the City is now in the review process of those plans.

Member Elliott stated that the original timeline was to have completed plans around January 1, 2014 to be presented to the Watershed. He stated that in December the plans could be used for demonstration and to show members of the public.

Chairman Olson believed that the plans would be beneficial in the process of soliciting donations.

Member Elliott noted that the concept plans will have additional detail added after the comments from the City are obtained.

Mayor Hovland commented that there have been four acts of vandalism on the sculptures on the Promenade and was concerned with the possible vandalism of the

eagle. He stated that perhaps lighting and/or high definition cameras could be installed near the monument.

Member Schwartz stated that the Committee could get a continually recording camera near the monument.

Member Elliott noted that motion cameras and lights could be installed.

Chairman Olson confirmed that the plans will need to go through the Park Board and City Council.

VII. WATERSHED DISTRICT

Member Elliott noted that once the matter goes before the Watershed, he will be present at those meetings to provide comments on the plans.

Ms. Arsvold stated that she did speak with staff regarding the other possible improvements that could occur at the park and it was determined that the Committee should move forward with simply the measures that will be required by the Watershed for this project only. She advised that possible grant funds could be available through Hennepin County for raingardens.

Mayor Hovland noted that he will send a follow up email to the Hennepin County Commissioner that represents Edina to obtain her opinion. He also discussed possible bonding opportunities through the legislature.

VIII. SUB-COMMITTEE UPDATES

A. Fundraising

Chairman Olson stated that progress has been slow but he is following up on a previous donation commitment.

Member Reed advised of possible opportunities to obtain funding for the eagle. He commented on the article that was printed in the *Sun Current* from the previous Chairman of the Committee, in which he expressed shame that Edina was not able to raise the funds to construct the memorial. He believed that the Members of the Committee were not doing their best to raise the funds. He advised that he obtained a quote for the eagle that is half the originally quoted eagle. He reviewed a three payment contract available with the sculpture of the eagle, noting the first payment is only \$14,000 and believed that the Committee has more than that in the account right now. He believed that now is the time for all Members of the Committee to really put effort into it and raise the funds.

B. Design of Eagle

Chairman Olson questioned if the Committee should see plans for the eagle.

Member Reed stated that the vendor has been vetted and Members of the Committee have seen examples of the work. He reported a total cost of \$46,500 for the eagle in total.

Chairman Olson stated that the Committee has jumped through hoops to get the funds to pay for Member Elliott's services to develop the plans and questioned if the Committee should simply commit to \$46,500 without even meeting the artist.

Member Christiaansen stated that while he likes the go ahead attitude he did not feel that the Committee has the funds to commit at this time.

Member Cardarelle stated that he believed the plans and specifications are what is needed right now and the other steps can move forward after that.

Member Schwartz stated that he agreed with the desire to move forward with the eagle.

Chairman Olson questioned if the plans need to be complete prior to the dimensions of the eagle or whether the dimensions of the eagle need to be known before the plans can be complete.

Member Elliott stated that the plans do not really have much to do with the matter as he can work with the artist regarding dimensions and explained that it is more an issue of the available funding.

Member Reed explained that the first payment of \$14,000 would include the design and replica, which could be used in fundraising.

Member Currie questioned if the pricing was subject to change or locked in.

Member Reed stated that the artist would commit through the end of the year. He explained that the artist did not see much fluctuation in the price of metals in the past year so he did not believe that the price would be much higher. He confirmed that the artist would be using the plans already developed to make a similar end product.

Member Currie stated that there is a demonstration of talent but noted that the issue is whether the artist is going to copy the design or make a replica. He stated that perhaps the artist could be contracted to make a small scale model, similar to what had been done with the previous artist. He stated that would demonstrate a commitment to the artist and would provide the Committee with more information.

Member Reed stated that the Committee does not have the money to pay for another small model.

Member Currie believed that the funds would be a part of the total cost quoted of \$46,500.

Member Christiaansen stated that perhaps a sketch could be provided at minimum.

Member Reed stated that he would follow up and believed a sketch could be provided.

Member Elliott agreed that a sketch would help the rest of the Committee to determine the skill set and a vision of the end product. He stated that his question is the timing explaining that once the plans are complete the Committee can determine the amount of in-kind services that will be provided and the amount of additional funds that will be

necessary. He stated that perhaps the artist would be willing to wait until February and provide a sketch in the time between then to coordinate with the construction timeline. He confirmed that he would have the preliminary plans available for the Committee at the next meeting, with submittal to the City and Watershed in January, and the ability to determine construction costs and in-kind services in February.

Ms. Arsvold agreed with Member Reed and his desire to move forward. She stated that perhaps the goal should be to reach possible donors before the end of the year in attempt to raise funds.

Member Reed stated that he could coordinate for the artist to come to a meeting in January with a sketch. He discussed possible fundraising efforts that could be made, focusing on the tax credits that could be available to donors.

Mayor Hovland stated that in regard to the eagle he believed if the artist was contracted now that could be like buying the candle before you have the birthday cake. He believed that Committee should continue in the manner they are to get the base plans through approval, determine the in-kind donations, and then it will be known how much the Committee will actually have to raise. He did not believe the group should get ahead of themselves with the eagle.

Member Currie stated that the Committee could say that they would like to go with the artist, with plans for him to attend the January meeting with a sketch.

Chairman Olson noted that the plan is for this to be complete prior to Veteran's Day and questioned if the eight month timeline is firm.

Member Elliott stated that perhaps there would be flexibility in the timeline for the artist.

Mayor Hovland acknowledged the frustration the Committee is feeling but believed that things are moving along and the group should remain patient just a little longer. He noted that although the original fundraising efforts stalled, the Committee regrouped and obtained commitments for the in-kind services. He advised that once the plans are known the remaining costs would be known.

Chairman Olson asked that Member Reed ask the artist to attend the January 17th meeting to make a presentation with a sketch.

Member Schwartz discussed possible fundraising leads.

Mayor Hovland stated that donors are more likely to contribute funds for specific items in the memorial. He believed that the plans need to be complete with a list of costs where donors can choose the items they would like to fund.

Member Elliott stated that the Committee would also need to determine how, or if, the donors will be recognized; whether it is through a plaque or whether it is the specific item their donation funded.

Member Reed stated that the Committee has already discussed using two sentinels on each side that would be used to recognize donors.

Mayor Hovland stated that a paver donation system could be used as well. He stated that donors are more likely to contribute towards an actual item, like a flag pole, rather than a broad concept.

Member Christiaansen stated that the Committee is on the verge of being much further along, where there is something to show to donors.

Member Reed noted that the Committee does have thank you cards for donors and believed that item has been forgotten along the way. He believed that donors should be thanked.

C. Marketing

No report.

i. Article about Veteran's Day for Sun Current

No comments made.

IX. NEXT STEPS

The process and timeline for City approval was discussed.

Member Christiaansen stated that perhaps the Committee should see the plans prior to submittal to the City.

Member Cardarelle stated that the soil boring vendor should be thanked for their in-kind services donation.

Member Currie stated that he would volunteer to write out the thank you notes.

Member Christiaansen stated that he would review past minutes to determine the design details and then meet with Member Elliott.

X. ADJOURNMENT

Meeting adjourned at 8:45 a.m.